

Message Text

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64

ACTION EUR-12

INFO OCT-01 ISO-00 AID-05 CEA-01 CIAE-00 COME-00 EB-07

FRB-03 INR-07 NSAE-00 CIEP-01 SP-02 STR-04 TRSE-00

LAB-04 SIL-01 SAM-01 OMB-01 DODE-00 PM-03 H-02 L-03

NSC-05 PA-01 PRS-01 SS-15 USIA-06 /086 W

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R 302155Z MAY 75

FM AMEMBASSY LONDON

TO SECSTATE WASHDC 1532

INFO AMEMBASSY BONN

AMEMBASSY BRUSSELS

AMEMBASSY COPENHAGEN

AMEMBASSY DUBLIN

AMEMBASSY LUXEMBOURG

AMEMBASSY PARIS

AMEMBASSY ROME

AMEMBASSY THE HAGUE

USMISSION OECD PARIS

USMISSION EC BRUSSELS

AMCONSUL BELFAST

AMCONSUL EDINBURGH

AMCONSUL LIVERPOOL

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E.O. 11652: N/A

TAGS: PINT, PFOR, UK, EEC

SUBJECT: EC REFERENDUM CAMPAIGN: POLLSTER HAS NO DOUBT
BRITAIN WILL STAY IN

REF: LONDON 7828

1. BOB WORCESTER, MANAGER OF OPINION RESEARCH FIRM "MAR-
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KET OPINION RESEARCH" WHICH IS CURRENTLY UNDER CONTRACT

TO PRO-EC CAMPAIGN GROUP (REFTEL), MAY 30 TOLD EMBOFF THAT MOST RECENT POLL DATA INDICATE 58 PERCENT OF BRITISH ELECTORATE FAVORS CONTINUED MEMBERSHIP IN EC, WITH TREND RUNNING STRONGLY IN FAVOR OF PRO-EC CAUSE. SOME 15 PERCENT OF THIS SAMPLE IS STILL UNDECIDED. MOST SURPRISINGLY, WORCESTER BELIEVES VOTER TURN-OUT WILL BE RELATIVELY HIGH, "IN EXCESS OF 62 PERCENT." IN RESPONSE TO DIRECT QUESTION, WORCESTER OPINED THAT "THERE IS NO WAY VOTE CAN GO AGAINST CONTINUED MEMBERSHIP." A REDUCED TURN-OUT, HE SAID, WOULD ONLY INCREASE CURRENT PRO-MARKET MARGIN.

2. COMMENT: WORCESTER IS AMERICAN CITIZEN AND WAS FIRST ALIEN MEMBER OF LABOR PARTY. IN PAST THREE GENERAL ELECTIONS HE WORKED FOR LABOR PARTY AND EXPECTS TO CONTINUE THAT RELATIONSHIP ONCE REFERENDUM IS OVER -- FOR PRESENT HE IS KEEPING HIS DISTANCE FROM TRANSPORT HOUSE. HIS WORK, WHICH EMPHASIZES IN-DEPTH ANALYSIS OF VOTER ATTITUDES, WAS HIGHLY ACCURATE IN FEBRUARY AND OCTOBER 1974 GENERAL ELECTIONS, AND LABOR PARTY SOURCES HAVE CREDITED HIS RESEARCH WITH BEING INSTRUMENTAL IN SHAPING PARTY STRATEGY IN BOTH CAMPAIGNS. BASED ON HIS TRACK RECORD AND OUR MORE SUBJECTIVE EVALUATION OF OUTLOOK, WE ARE INCLINED TO ENDORSE HIS FORECAST, THOUGH WE BELIEVE HE MAY STILL BE OVERESTIMATING SIZE OF VOTER TURN-OUT.

SPIERS

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Message Attributes

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